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 Holdings, Inc., a Colorado corporation and
 Primp, Inc., a Colorado
 corporation

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
WESTERN DIVISION

INDUSTRY CONCEPT HOLDINGS,
 INC., a Colorado corporation and
 PRIMP, INC., a Colorado corporation,

Plaintiff,

vs.

ALAN ELGORT, an individual, GREG
 LORBER, an individual, LARRY
 MONTOYA, AN INDIVIDUAL,
 FANNY GARCIA, an individual,
 PACIFIC APPAREL, LLC, a Nevada
 corporation, JULIE SAENZ, an
 individual, HAUTELOOK, a California
 corporation, MARQUETTE
 COMMERCIAL FINANCE, a Texas
 corporation, VL RAYMER, an
 individual, and JOHN DOES 1 through
 10,

Defendants.

Case No.: CV11 04444 CAS (JEMx)

**PLAINTIFFS' NOTICE OF
 MOTION AND MOTION TO
 DISMISS DEFENDANT,
 HAUTELOOK, A CALIFORNIA
 CORPORATION**

Date: September 12, 2011
Time: 10:00 a.m.
Place: Courtroom 5

**Assigned for all purposes to the Hon.
 Christina A. Snyder**

AND RELATED COUNTERCLAIMS

1 Comes now Plaintiffs, INDUSTRY CONCEPT HOLDINGS, INC., and
2 PRIMP, INC. ("Plaintiffs"), by its attorneys, Hallstrom, Klein & Ward, LLP and
3 pursuant to the provisions of FRCP 41 (a) (2) and Local Rule 41-2, who hereby
4 move this Court for an Order dismissing Defendant HAUTELOOK ("Hautelook")
5 from this matter.

6 On July 22, 2011, Hautelook, by and through its counsel, filed its Answer to
7 Plaintiffs' First Amended Complaint. FRCP 41 (a) (2) states in pertinent part,
8 "...Except as provided in paragraph (1) of this subdivision of
9 this rule, an action shall not be dismissed at the plaintiff's
10 instance save upon order of the court... Unless otherwise
11 specified in the order, a dismissal under this paragraph is
12 without prejudice."

13 Wherefore, Plaintiffs respectfully request that this Honorable Court enter an
14 Order dismissing Hautelook from this matter in its entirety, without prejudice.

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17 Respectfully submitted,

18 HALLSTROM, KLEIN & WARD, LLP

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21 Betty J. Levine, Esq. attorneys for
22 INDUSTRY CONCEPT HOLDING, INC.,
23 and PRIMP, INC., Plaintiffs
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CERTIFICATE OF SERVICE

(United States District Court, Central District of California)

I AM EMPLOYED IN THE County of Orange, State of California. I declare that I am employed in the offices of a member of this Court at whose direction this service was made. I am over the age of 18 and am not a party to the above-referenced action. My business address is 15615 Alton Parkway, Suite 175, Irvine, CA 92618.

On August 11, 2011, I have served the following documents described as:

**PLAINTIFFS' NOTICE OF MOTION AND MOTION FOR ORDER
DISMISSING DEFENDANT, HAUTELOOK, A CALIFORNIA
CORPORATION**

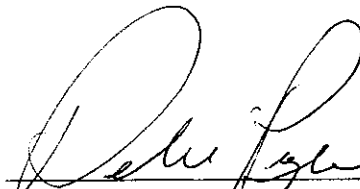
On the following person(s) in the manner indicated below:

☒ Via Electronic Service – I caused the document to be served on the Filing User by the court via the Court's Notice of Electronic Filing ("NEF");

☒ Via Email Transmission – On this date, via email transmission to:

SEE ATTACHED SERVICE LIST

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that this Certificate is executed on August 11, 2011, at Irvine, California.


Debi Pugliese, Declarant

INDUSTRY CONCEPT HOLDINGS V. ELGORT, ET AL.

2:11-CV-04444-CAS-(JEMx)

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